

## **Abstract**

**Title:** Lean canvas model of providing gymnastics training

**Objectives:** The main purpose of this thesis is to create a business project according to the Lean Canvas method, which will deal with the provision of gymnastic training to various sports subjects.

**Methods:** The main method used in this thesis is the Lean Canvas method of creating an entrepreneurial project, which was preceded by a literature search on entrepreneurship and startup creation. To obtain the necessary information, informal interviews were conducted with gymnastics coaches involved in the issue and with representatives from potential customers, i.e. sports clubs.

**Results:** The result of the work is the design of a business project according to the Lean Canvas method, which serves as a springboard for the start of the business and future development. The proposal elaborates in detail all 9 areas that the lean canvas method works with and finally proposes a procedure for testing the product through customer interviews.

**Key words:** business plan, business, lean business, startup